

PRESSURE-SENSITIVE VINYL

Magic® DMVLA5

Matte Vinyl with Adhesive Backing

Making all Great Images Count



www.magicinkjet.com

MARKET APPLICATIONS

- Indoor or Outdoor Posters
- Indoor or Outdoor Board-Mounted Signs
- POP Signage

PRODUCT DESCRIPTION

- White Opaque, Matte, Pressure-Sensitive, Ink Jet Calendered Vinyl
- 3.5 mil (uncoated) vinyl supported on a release liner
- *Permanent*, pressure-sensitive adhesive
- Compatible with pigment aqueous ink systems

GENERAL AVAILABILITY

<u>DMVLA5</u>	<u>Part #</u>
24" x 10'	70372
24" x 40'	69691
36" x 40'	67692
36" x 75'	44175
42" x 40'	16406
42" x 75'	70824
44" x 40'	44971
50" x 75'	44176
54" x 75'	70825
60" x 40'	16407

Core = 2 inch

FEATURES & BENEFITS

- Designed specifically for pigment inks for superior color gamut and dry time.
- Superior waterfastness with pigment inks
- May be laminated with vinyl pressure-sensitive overlaminates
- Indoor or outdoor use

MEDIA COMPATIBILITY

DMVLA4 may be printed with Hewlett-Packard DesignJet® dye and pigment inks, Epson Stylus® Pro series, Canon iPF 8000 printers, and other printers with piezo water-based pigment inks.

- * For complete Magic® product set, refer to Magic Printer Compatibility Chart under Technical Support on www.magicinkjet.com.
- * For additional product details – including printer settings and lamination guidelines – see Application Guide under Tech Support of www.magicinkjet.com
- * For ICC profile availability, see www.magicinkjet.com

Phone: 1-800-628-8604

Fax: 1-800-861-4128

Disclaimer: Information presented in this product sellsheet is intended to offer a useful reference in selecting media for your output. No media warranties are implied unless specifically mentioned. Printer and / or ink changes may affect results. The most current product information may be found at www.magicinkjet.com.

Date: September 2009

InteliCoat Technologies®

MAGIC® PRODUCT APPLICATIONS GUIDE

DMVLA5

MATTE PRESSURE-SENSITIVE INK JET VINYL



DMVLA5 is a white opaque, matte, calendered vinyl with a permanent pressure-sensitive adhesive. Excellent for printing flexible, durable signs and banners, DMVLA5 is intended for use in thermal and piezo water-based wide format printers. DMVLA5 offers a broad color gamut and superior waterfastness with pigment inks.

PHYSICAL PROPERTIES

Vinyl Type	Calendered	Optimum Print Temp.	70°F (21°C)
Caliper of Vinyl/Adhesive	6.1 mil (155 um)	Adhesive	Permanent
Total Caliper	13.4 mil (342 um)	Outdoor Life Expectancy	6 months
Opacity99%	Indoor Life Expectancy	9 months
Whiteness	106		
Brightness95		

APPLICATIONS GUIDELINES

Printer & Ink Compatibility: DMVLA5 can be printed with dye or pigment ink on Hewlett-Packard DesignJet®, Canon iPF series, Epson 9000 and other thermal and piezo water-based pigment systems. It is recommended to use pigment inks for longer-lasting images. Although dye-based inks provide a higher color gamut, ink fade can occur.

Outdoor and Indoor Use: This product is recommended for indoor and outdoor applications. It must be applied at minimum air and surface temperatures of 50°F.

Water Resistance & Surface Protection: To obtain a high degree of water resistance, use only pigment ink. Dye-based inks will yield good color gamut, but with repeated exposure to water, bleeding may occur. Overlaminating dye-based ink will not eliminate image bleed, unless the material is completely sealed to a non-porous surface or encapsulated. If water migrates under the laminate, ink bleeding may occur. Let image dry 24 hours before exposing to moisture. Dirt and stains cannot be cleaned from the imaged surface. Excessive folding or creasing can damage the imaged surface. Laminating is recommended to protect the surface from dirt and abrasion.

Printing: Ink coverage of up to 250% is recommended. Excessive ink saturation can affect the waterfast properties of the material as well as color uniformity. To optimize print quality, printers should be set for highest print quality. HP2000/3000 series media selection should be "Heavy Coated Paper". For HP5000 series, use "Colorfast Vinyl" Productivity mode. "

Color Calibration: ICC color profiles can be obtained for selected RIP, ink and printer combinations on our web page given below. If the proper profile solutions is not available, periodically check the web page for the current availability as new profiles are being developed on an ongoing basis.

Material Handling & Storage: Once print is completed, roll imaged media onto a core until ready for posting. Folding of the material is not recommended. Unimaged material should be stored at 72°F (+/-5°) for no more than 6 months, to obtain maximum adhesion values. After use, the roll should be stored in its original packaging in the poly bag.

InteliCoat



Digital Imaging
Substrates

DMVLA5

MATTE PRESSURE-SENSITIVE INK JET VINYL

FINISHING RECOMMENDATIONS

Recommended Application Surfaces: Stainless steel, aluminum, glass, ABS, polycarbonate, Plexiglas®, automobile enamel and standard mounting boards like Sintra®, Gatorfoam® and Foam-Core®. The product is designed for use on smooth, flat surfaces and should not be applied over corrugations or rivets. Textured surfaces and wood tend to promote poor adhesion. Always pretest your specific substrate prior to actual application.

Surface Preparation: Always ensure that the receiving substrate is thoroughly cleaned, free of dust, dirt or cleaner residues. Painted surfaces should be painted with latex paint containing no waxes or silicones. Metal and glass surfaces can be cleaned with standard glass cleaners. Poor surface conditions will cause adhesion loss or failure.

Application Paper (Premask): Use low tack application tapes. High tack tapes can cause slight coating removal. Application paper applied directly onto the imaged surface of the vinyl may cause slight yellowing of the coating. The premask by American Biltrite Inc. called TransferRite®, cause the least amount of yellowing. 3M tapes have been found to increase the yellowing effect.

Installation Techniques: Proper contact of the adhesive to mounting substrate is critical and maximum pressure should be used to install the vinyl. If insufficient pressure is used during the install, the edges of the vinyl can lift. When applying vinyl to mounting boards, it is recommended that a cold roll laminator be used to give adequate, even pressure during application. For installations by hand, use application tape and squeegee with adequate pressure. It is recommended that water not be used during the installation but if it is used, use minimal amounts. All water must be squeegeed out from under vinyl. If liquid soap is added to the water to increase the ease of installation, use only one drop per gallon of water. Soap must not contain moisturizer. Do not use heat guns to install vinyl. Material should not be stretched during installation. It is a calendered vinyl, and it will shrink back to original size, which might cause edges to lift or create gaps between panels.

Laminating: To give surface protection from dirt and abrasion, a vinyl pressure-sensitive overlamine is recommended. Heat activated laminates should not be used. The high temperatures needed to apply heat activated laminates can degrade the adhesive peel strength. Overlaminating one side with too much tension can cause the product to curl toward the laminated side and the edges to lift. Let image dry for 24 hours before laminating.

Removal: The adhesive is very aggressive and removal may cause damage to indoor painted surfaces or drywall surface. To increase the ease of removal, gently heat the vinyl with a heat gun to soften the vinyl and adhesive. The longer DMVLA5 is applied, the more difficult the removal will be. Different surfaces will have different adhesion characteristics. Glass and stainless steel usually promote extremely high adhesion values and removal may be more difficult than with other surfaces. If during the removal, adhesive transfer happens, soapy warm water and aggressive rubbing with a cloth should remove adhesive. For surfaces with more difficult adhesive removal, isopropyl alcohol (a.k.a.- IPA or rubbing alcohol) can be used.

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For more information, call 1-800-628-8604,
or visit our website: www.magicinkjet.com

*Most updated version of this guide can be obtained on our website.